

# U.S. Army 2005 MWR Leisure Needs Survey

**280<sup>th</sup> BSB - Schweinfurt  
Germany**

**CALIBER**  
an ICF Consulting Company

# BRIEFING OUTLINE

280<sup>th</sup> BSB - Schweinfurt

## □ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## □ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

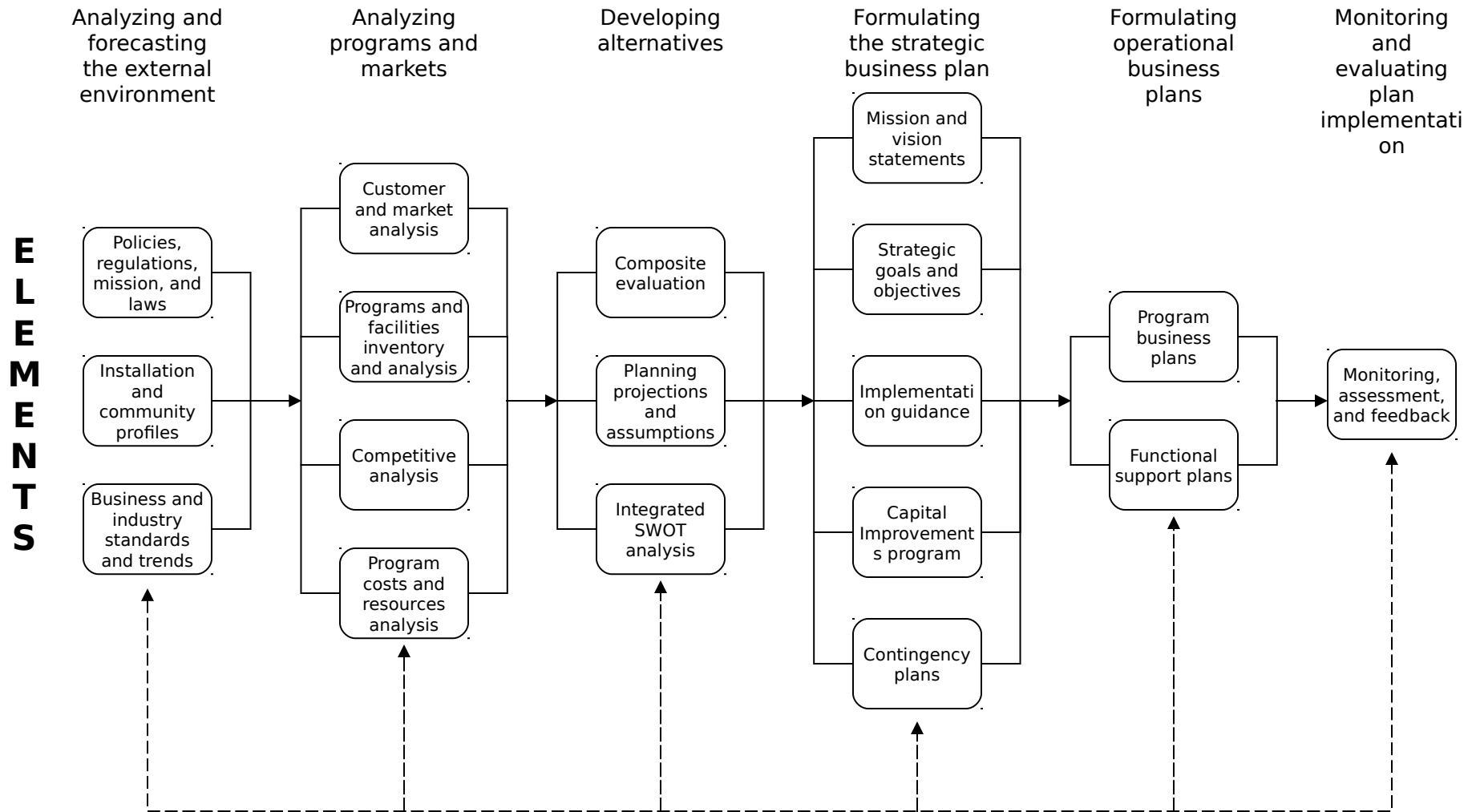
## □ **NEXT STEPS**

# PROJECT OVERVIEW

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## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS

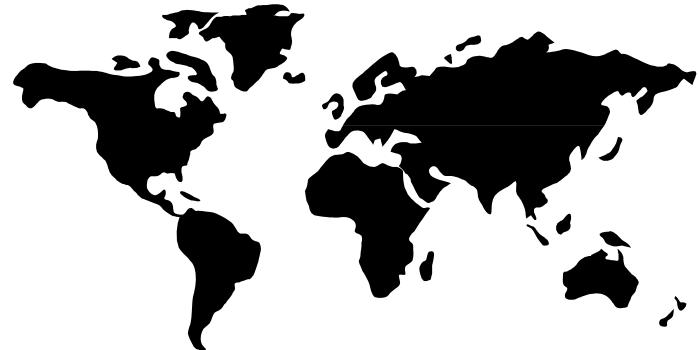


# METHODOLOGY

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## PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 1,529 surveys were distributed at 280<sup>th</sup> BSB - Schweinfurt



## SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

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## □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

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## □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Amy:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
280 <sup>th</sup> BSB - Schweinfurt:					
Active Duty	5,161	1,195	95	7.95%	±9.96%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	217	334	45	13.47%	±13.01%
Retirees	N/A	N/A	N/A	N/A	N/A
<b>Total</b>	<b>5,378</b>	<b>1,529</b>	<b>140</b>	<b>9.16%</b>	<b>±8.17%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

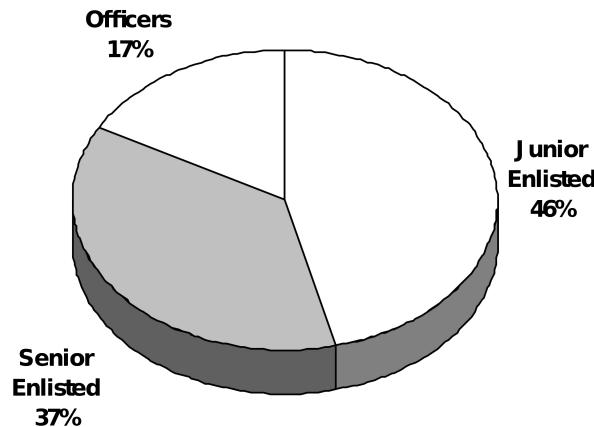
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

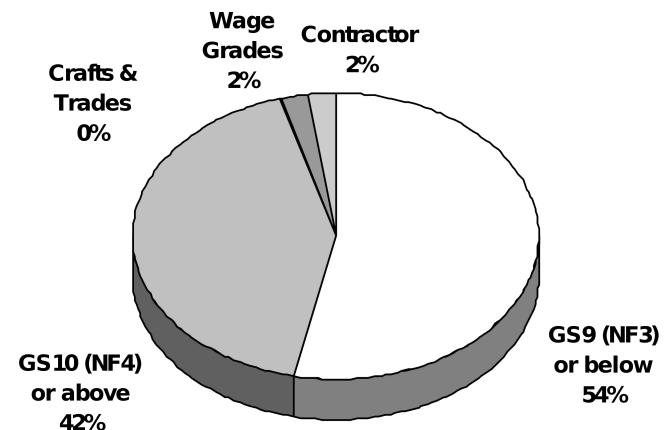
### ACTIVE DUTY

(n = 91)



### CIVILIANS

(n = 45)



\* The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

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## □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT 280<sup>th</sup> BSB - SCHWEINFURT

280<sup>th</sup> BSB - Schweinfurt

## MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	68%
Library	66%
Bowling Center	47%
Bowling Food & Beverage	42%
Athletic Fields	40%

## LEAST FREQUENTLY USED FACILITIES

BOSS	6%
School Age Services	6%
Youth Center	7%
Bowling Pro Shop	8%
Child Development Center	10%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT 280<sup>th</sup> BSB - SCHWEINFURT\*

280<sup>th</sup> BSB - Schweinfurt

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Bowling Pro Shop	4.42
Bowling Center	4.17
Automotive Skills	4.14
Library	4.14
School Age Services	4.12

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

BOSS	3.00
Car Wash	3.33
Multipurpose Sports/Tennis Courts	3.50
Recreation/Community Activity Ctr.	3.62
Outdoor Recreation Center	3.66

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT 280<sup>th</sup> BSB - SCHWEINFURT\*

280<sup>th</sup> BSB - Schweinfurt

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Bowling Pro Shop	4.42
Child Development Center	4.21
Library	4.08
Bowling Center	4.00
Automotive Skills	3.98

## FACILITIES WITH LOWEST QUALITY RATINGS\*

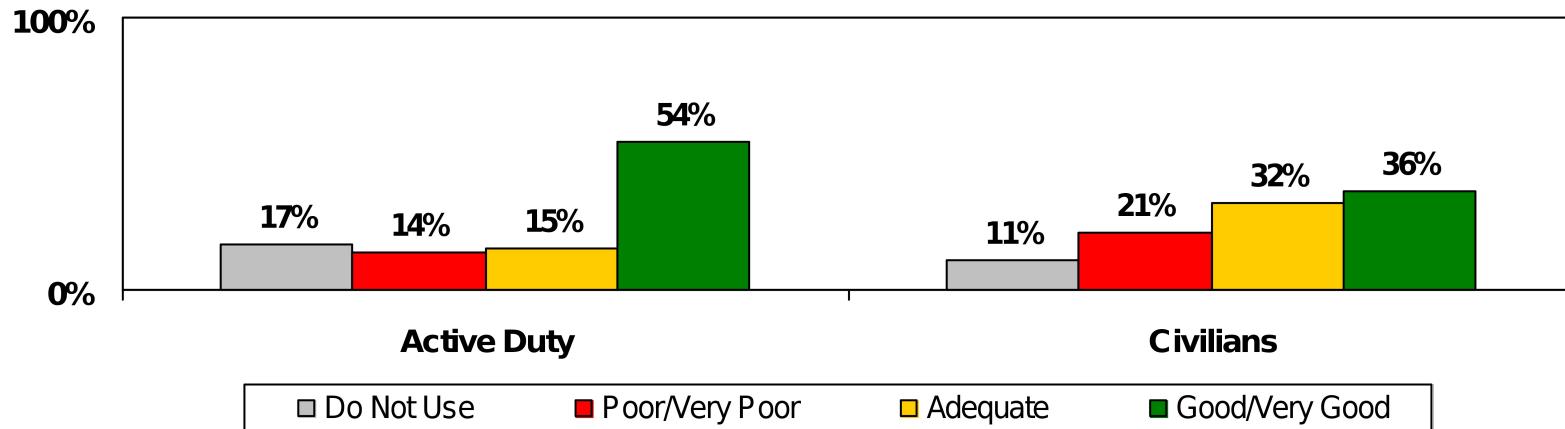
BOSS	3.13
Car Wash	3.37
Outdoor Recreation Center	3.58
Multipurpose Sports/Tennis Courts	3.62
Post Picnic Area	3.66

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

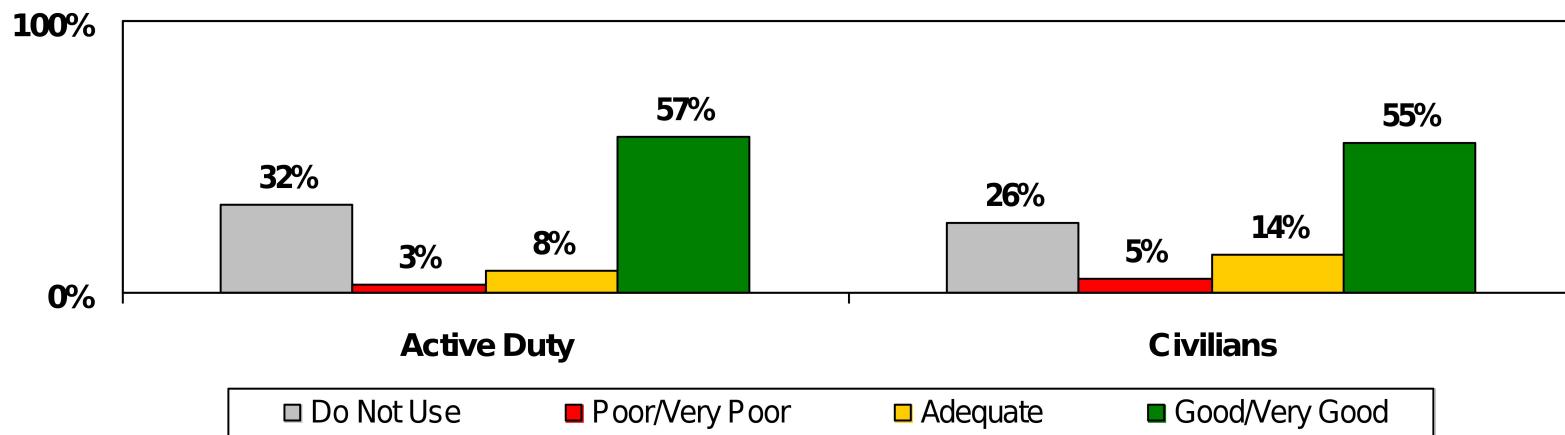
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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## Quality of On-Post Services



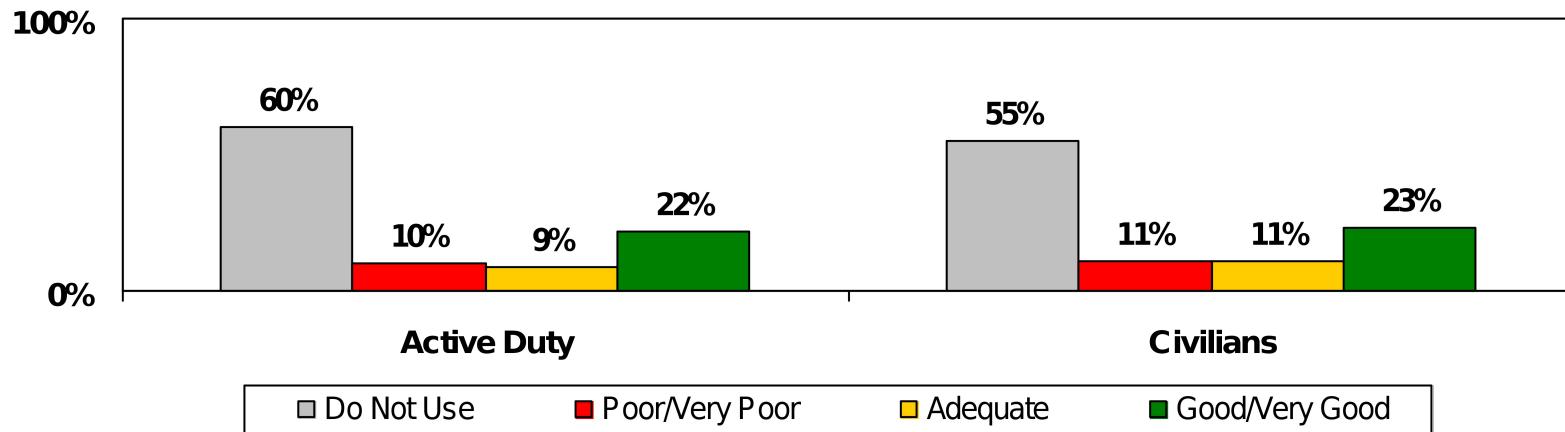
## Quality of Off-Post Services



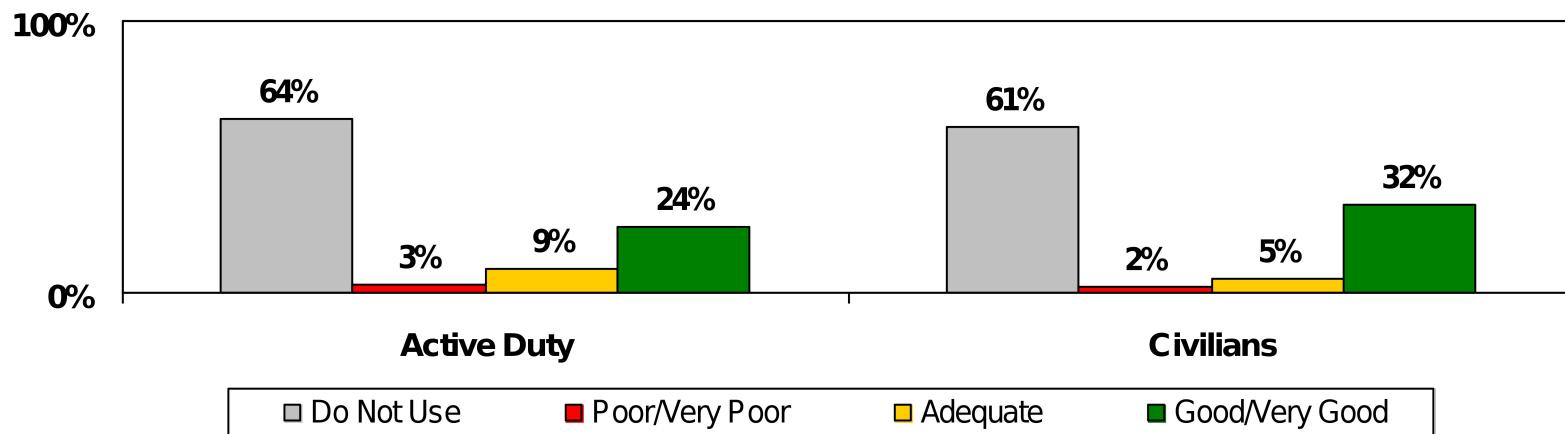
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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## Quality of On-Post Services



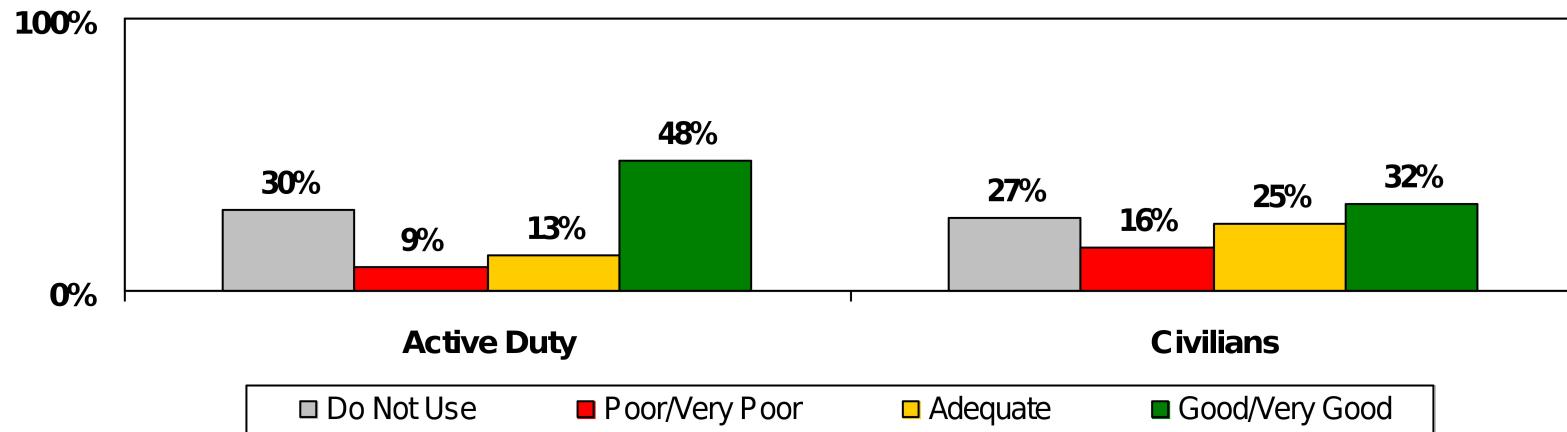
## Quality of Off-Post Services



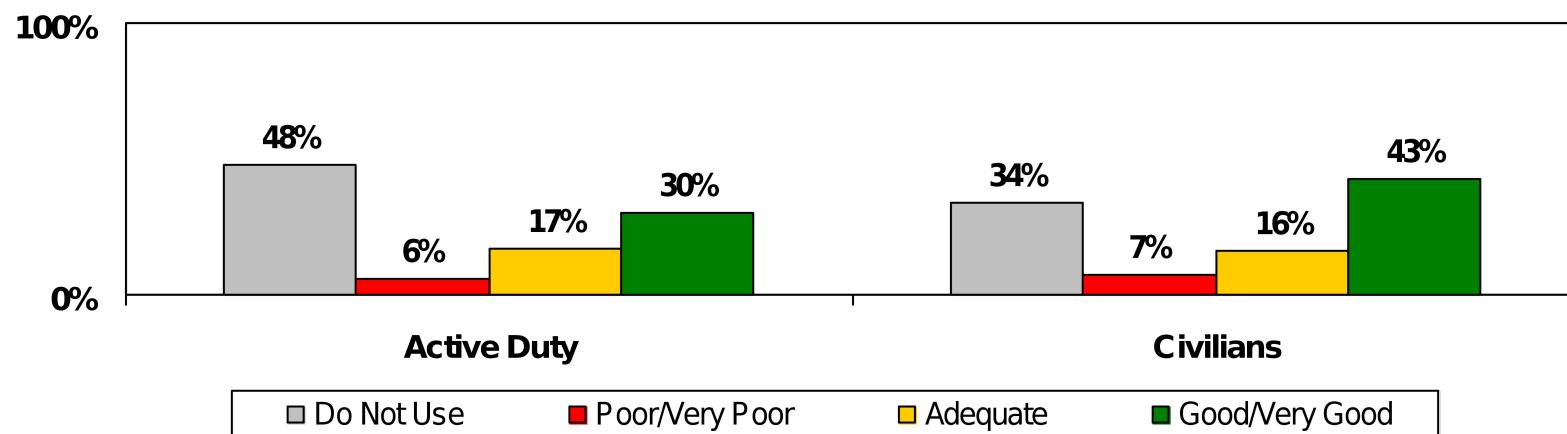
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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## Quality of On-Post Services

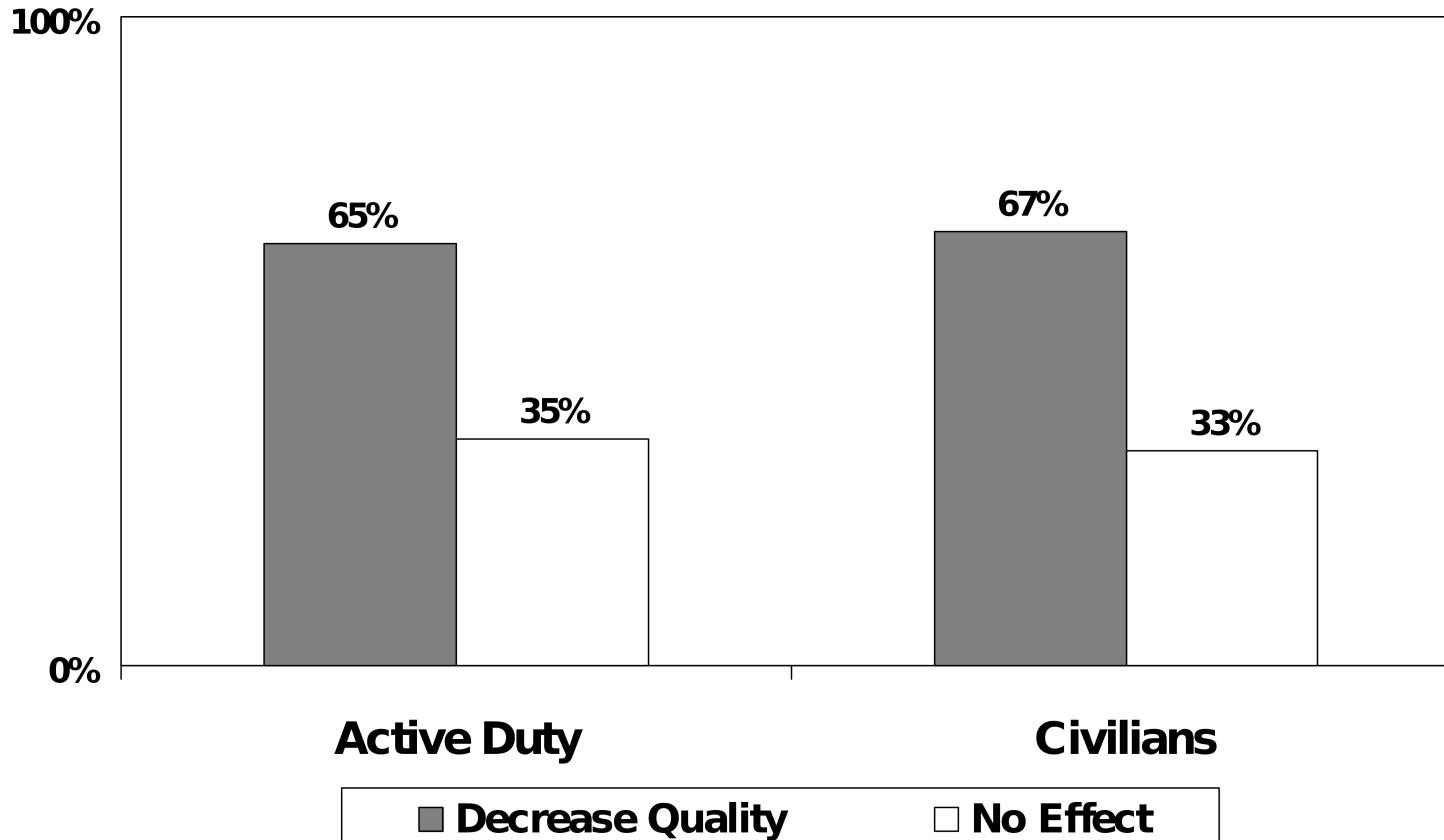


## Quality of Off-Post Services



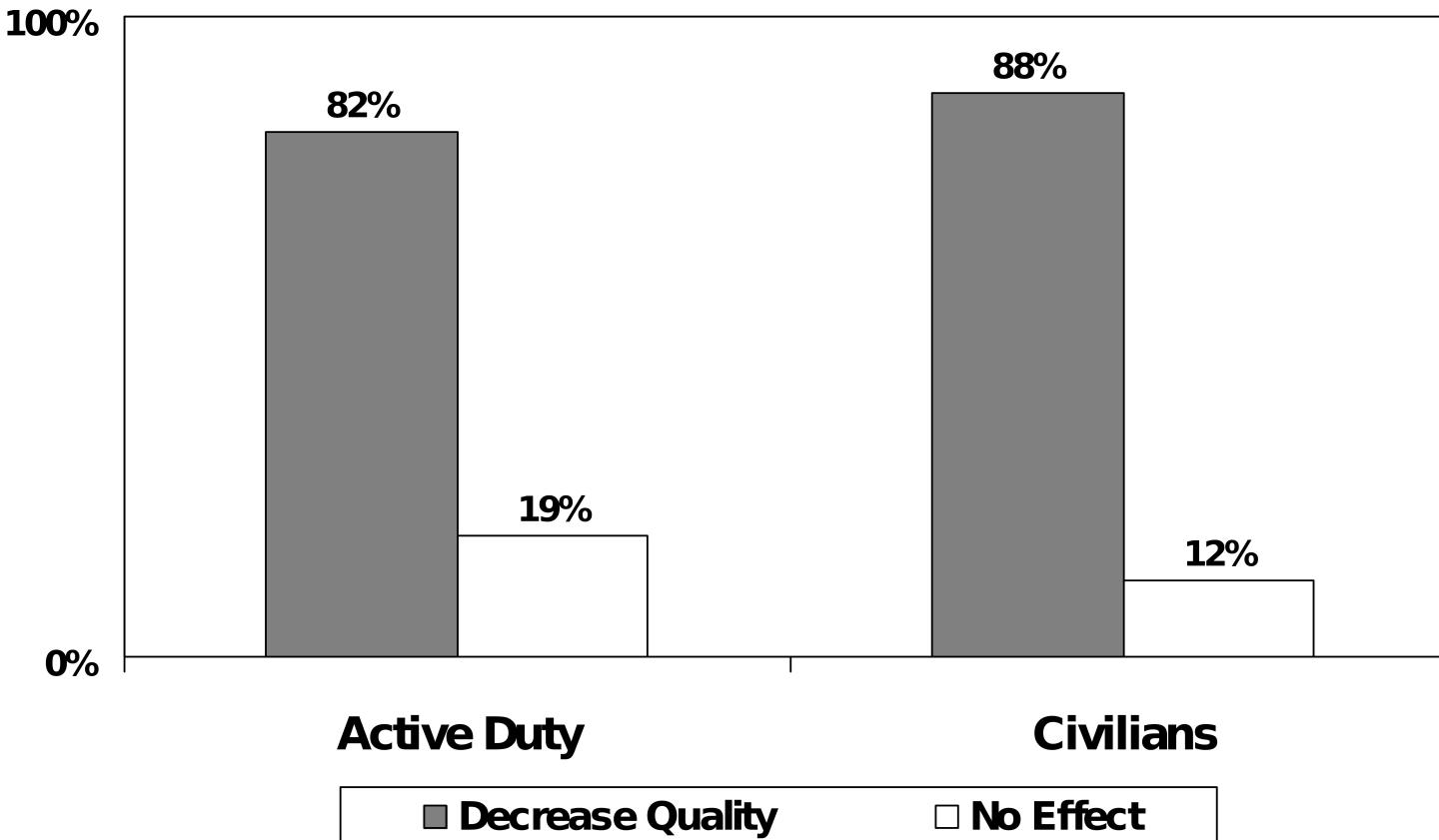
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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## Top 7 Activities/Programs

Fitness Center/Gymnasium	77%
Library	68%
Army Lodging	63%
Athletic Fields	52%
Automotive Skills	52%
Bowling Center	44%
BOSS	42%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	77%
Golf Course Pro Shop	54%
Bowling Pro Shop	52%
Cabins & Campgrounds	51%
Arts & Crafts Center	51%
Golf Course Food & Beverage	50%
Golf Course	46%

## Bottom 7 Activities/Programs

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	12%	33%	13%
E-mail	11%	<b>67%</b>	13%
Friends and neighbors	<b>35%</b>	42%	<b>35%</b>
Family Readiness Groups (FRGs)	12%	13%	12%
Bulletin boards on post	<b>48%</b>	<b>58%</b>	<b>48%</b>
Post newspaper	19%	51%	20%
MWR publications	28%	<b>60%</b>	29%
Radio	7%	16%	8%
Television	24%	18%	24%
My child(ren) let(s) me know	3%	16%	4%
Other unit members or co-workers	29%	38%	29%
Unit or post commander or supervisor	18%	20%	18%
Marquees/billboards	20%	44%	21%
Flyers	<b>34%</b>	51%	<b>35%</b>
Other	7%	7%	7%
I never hear anything	13%	2%	12%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

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MMR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	85%
Better Opportunities for Single Soldiers	38%
Army Community Service	58%
MWR Programs and Services	76%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	43%	83%	17%
Outreach programs	47%	64%	36%
Family Readiness Groups	67%	90%	10%
Relocation Readiness Program	52%	81%	19%
Family Advocacy Program	58%	86%	14%
Crisis intervention	45%	75%	25%
Money management classes, budgeting assistance	61%	85%	15%
Financial counseling, including tax assistance	67%	91%	9%
Consumer information	37%	89%	11%
Employment Readiness Program	45%	70%	30%
Foster child care	39%	83%	17%
Exceptional Family Member Program	56%	60%	40%
Army Family Team Building	48%	88%	13%
Army Family Action Plan	40%	57%	43%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	46%
Personal job performance/readiness	43%
Unit cohesion and teamwork	43%
Unit readiness	51%
Relationship with my spouse	46%
Relationship with my children	46%
My family's adjustment to Army life	48%
Family preparedness for deployments	52%
Ability to manage my finances	40%
Feeling that I am part of the military community	45%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	77%
Helps minimize lost duty/work time due to lack of child care/youth services	77%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	54%
Allows me to work outside my home	69%
Allows me to work at home	60%
Offers me an employment opportunity within the CYS program	40%
Allows me/my spouse to better concentrate on my/our job(s)	67%
Provides positive growth and development opportunities for my children	75%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	41%
Personal job performance/readiness	38%
Unit cohesion and teamwork	43%
Unit readiness	40%
Ability to manage my finances	25%
Feeling that I am part of the military community	41%
Relationship with my children (single parents)	39%
My family's adjustment to Army life (single parents)	39%
Family preparedness for deployments (single parents)	35%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

Internet access (library)	55%
Watching TV, videotapes, and DVDs	50%
Internet access/applications (home)	44%
Entertaining guests at home	41%
Night clubs/lounges	40%
Running/jogging	36%
Reading	34%
Festivals/events	33%
Dancing	33%
Weight/strength training	31%

## Top 5 for Active Duty

Internet access (library)	55%
Watching TV, videotapes, and DVDs	50%
Internet access/applications (home)	43%
Night clubs/lounges	40%
Entertaining guests at home	40%

## Top 5 for Civilians

Internet access/applications (home)	74%
Entertaining guests at home	73%
Watching TV, videotapes, and DVDs	65%
Multi-media (videos, DVDs, CDs)	60%
Special family events	54%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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## Team Sports

Basketball	20%
Touch/flag football	19%
Softball	18%
Volleyball	13%
Soccer	9%

## Sports and Fitness

Running/jogging	36%
Weight/strength training	31%
Bowling	29%
Cardiovascular equipment	25%
Walking	18%

## Outdoor Recreation

Bicycle riding/mountain biking	19%
Camping/hiking/backpacking	14%
Picnicking	12%
Going to beaches/lakes	12%
Snow skiing/snowboarding	10%

## Entertainment

Watching TV, videotapes, and DVDs	50%
Festivals/events	33%
Going to movie theaters	31%
Billiards/game room/video arcades	19%
Attending sports events	18%

## Social

Entertaining guests at home	41%
Night clubs/lounges	40%
Dancing	33%
Happy hour/social hour	27%
Special family events	24%

## Special Interests

Internet access/applications (home)	44%
Computer games	25%
Digital photography	23%
Automotive maintenance & repair	23%
Automotive detailing/washing	21%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	55%	N/A	55%
Reading	34%	N/A	34%
Watching TV, videotapes, and DVDs	33%	17%	50%
Weight/strength training	30%	1%	31%
Bowling	28%	1%	29%
Going to movie theaters	27%	3%	31%
Multi-media (videos, DVDs, CDs)	24%	N/A	24%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

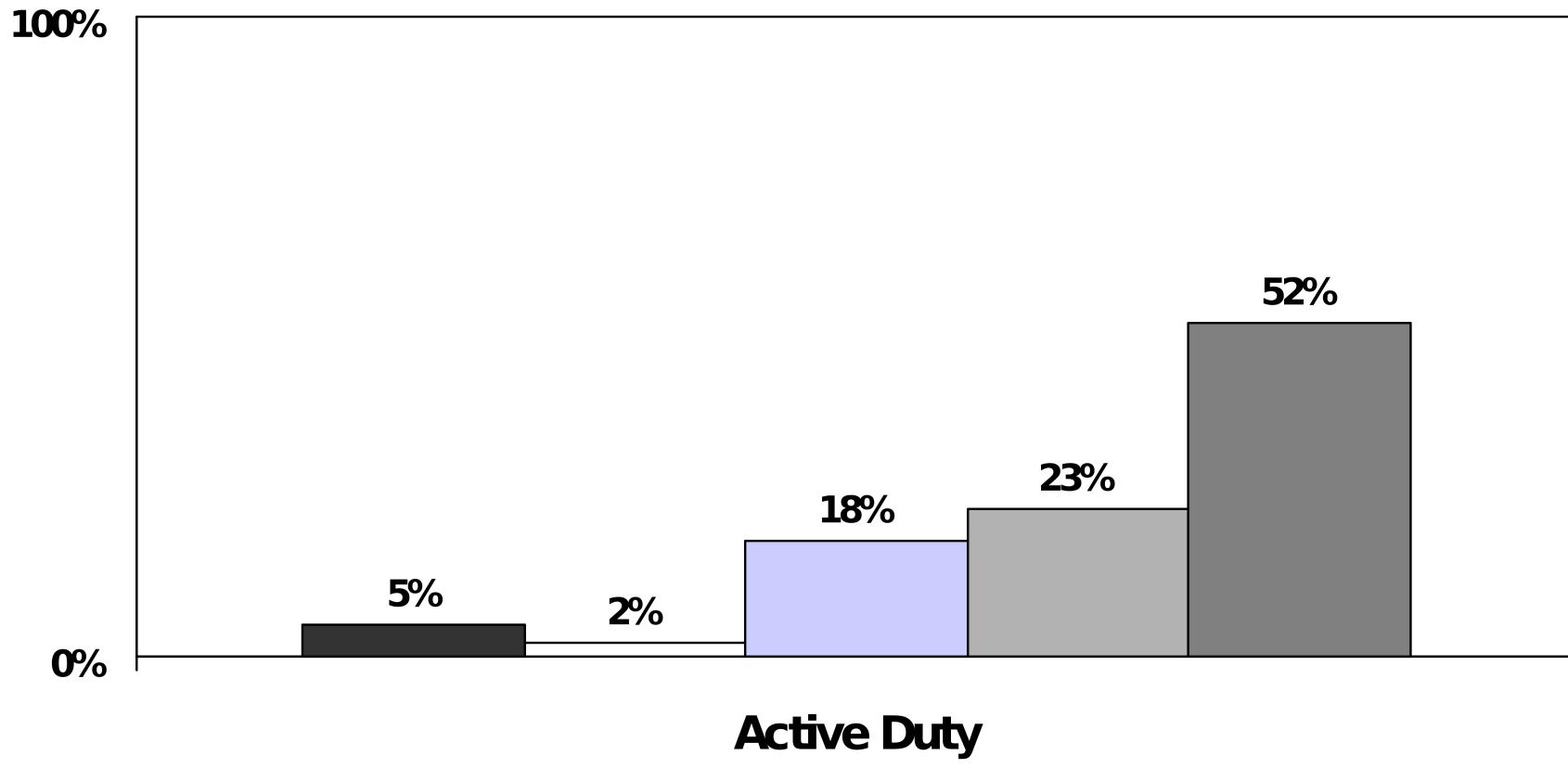
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	22%	2%	20%	44%
Computer games	6%	1%	18%	25%
Digital photography	2%	9%	12%	23%
Automotive maintenance & repair	19%	1%	2%	23%
Automotive detailing/washing	5%	15%	1%	21%
Trips/touring	0%	17%	0%	17%
Model making	0%	1%	9%	10%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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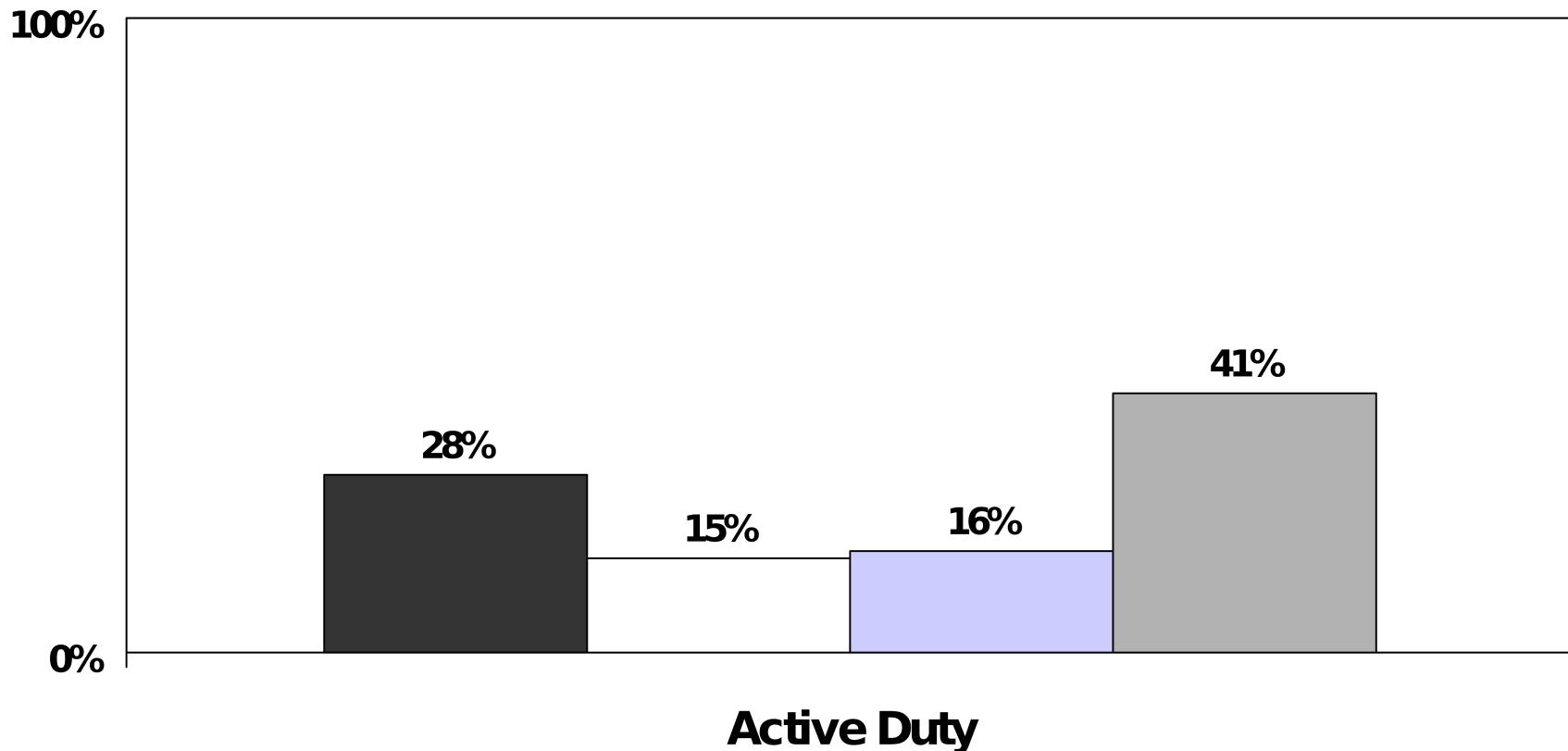


■ Not Important □ Slightly Important □ Moderately Important □ Important ■ Very Important

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

## INSTALLATION

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■ Did Not Use   □ Less Than Once Per Month   □ 1-3 Times Per Month   □ 4 or More Times Per Month

# CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	24%
Probably will not make military a career	18%
Undecided	18%
Probably will make military a career	23%
Definitely will make military a career	18%

# NEXT STEPS

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## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)